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SUMMARY OF NO POINT-LOW POINT FOODS PROMOTION

1944

INTRODUCTION

Nationwide Retail Grocery Drive As part of the first quarter Food Fights for Freedom Program for 1944 the War Food Administration and Office of Price Administration in cooperation with the Office of War Information and the War Advertising Council initiated a nationwide drive through retail grocery stores and public eating places to create increased consumer use of unrationed and low-point value foods and thus to relieve the pressure on scarcer, high point value rationed foods.

250,000 Store Display Kits Although the program had many ramifications in order to tie in all food interests, it was primarily built around the distribution of 250,000 kits of grocery store display material.

Program Peak in April '44 The entire program was presented to the public under the appropriate slogan "No-Point—Low-Point Foods Promotion" and extended from March 1 until the middle of May, with peak activity during April.

PROGRAM COST AND FINANCING

\$56,615.11 Total Cost Excluding incidental expenses such as salaries, travel allowance, telegrams, telephones, etc., the overall cost of the program amounted to \$56,615.11.

\$36,000 Subscribed by Industry Financing was a joint affair between industry and government. Trade associations representing manufacturers, processors, and growers of unrationed foods contributed \$36,000. The following organizations were non-government contributors: National Coffee Association, National Macaroni Manufacturers Association, American Institute of Baking, Cereal Institute, Biscuit and Cracker Manufacturers Association, Soy Flour Association, and the California Fruit Growers Exchange.

Kellogg Company Finances Program Books In addition, the Kellogg Company, Battle Creek, Michigan, paid all production costs on the two program folders: retail grocery and hotel-restaurant. This contribution approximated \$10,000.

\$20,615.11 Cost to WFA The War Food Administration assumed the responsibility for the remaining \$20,615.11 but was reimbursed in the amount of \$750 by OPA to cover pro rata share of collating charges for the OPA material included in the kits.

SEP 25 1944

PROMOTION MATERIAL

Paris & Peart Paris & Peart Advertising Agency of New York was assigned
Task Agency by the War Advertising Council as the task agency. They
 were responsible for layouts and finished art work on the
two program folders and supplied WFA with comprehensive layouts for store
material from which USDA prepared finished art.

Following is a description of the principal material developed for the program:

40,000 Program 1. Sales Promotion Program for "No-Point--Low-Point
Books Distributed. Foods": Approximately 40,000 of these booklets 1/
 were sent out along with a letter of transmittal to head-
quarters of wholesale grocers, chain food stores, super markets, voluntary and
cooperative groups, officials of retail grocers' associations and other varied
interests in the food field. Outlined in the book was the entire retail pro-
motion plan, pointing out the reason for such an undertaking, illustrating the
advertising support, and serving as a complete manual for retail store activity.
Enclosed in each book was a blank for ordering kits of store display material
and drop-in mats. The latter for use in individual local newspaper or hand-
bill advertising.

30 Store Display 2. No Point-Low Point Store Advertising Kit: 250,000
Pieces Per Kit kits were prepared and sent out 2/ to the retail food
 distributing trade. These kits included 30 pieces 3/
of display material, all of which was supplied without cost, but only on the
basis of orders received which in turn signified dealer interest.

1/ 20 page, offset, two colors, $8\frac{1}{4}" \times 10\frac{3}{4}"$

2/

RECAPITULATION OF KIT DISTRIBUTION

Total Number of Kits Ordered: 250,000

Orders Received:

Wholesalers 80,542

Voluntary & Cooperative 92,996

Chain Store Headquarters 24,670

Total 198,208

Miscellaneous distribution to retail
stores direct, through associations,
individual companies, etc. 49,400

Broken kits (Material distributed in
odd lots) 2,392

250,000

Promotion Material

KIT CONTENTS

3/

	Quantity	Type	Size	Design	Stock	Feature
a.	1	Banner	52"x18"	Double-faced	Poster	No Point-Low Point Theme
b.	1	Streamer	28"x10 $\frac{1}{2}$ "	Single face	"	" " " "
c.	14	Hangers	11"x18"	Double-faced	"	See list below*
d.	6	Price Cards	5 $\frac{1}{4}$ "x5 $\frac{1}{4}$ "	Single face	Board	No Point-Low Point Theme
e.	3	Display	10"x14"	Single face	"	" " " "
f.	1	Poster	20"x28"	Single face	Poster	OPA Home Front Pledge
g.	4	Lapel Badges	2 $\frac{1}{4}$ "x2 $\frac{1}{4}$ "	Double-faced	Chip board	Reverse copy. Food is a weapon of war--Share and play square

*Pennants imprinted with oranges, potatoes, eggs, macaroni, spaghetti, and egg noodles, bread, coffee, marmalade, crackers, breakfast cereals, two blank pennants, and two OPA pennants with "Pay Ration Points..." and "Home Front Pledge".

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35,000 Folders Sent to
Hotels and Restaurants

Ahrens Publishing Company 35,000 folders were sent to hotels, restaurants, and other public eating establishments urging them to use No Point-Low Point foods and dishes in their menus. The center spread of this folder contained 12 prize-winning No Point-Low Point recipes selected from hundreds of such sent in by chefs in answer to a nation-wide contest. Certificates of merit were awarded to those restaurants and hotels cooperating in this drive.

41,000 Promotion Mats
to Trade

4. Drop-in and Insignia Mats: 41,000 drop-in and insignia mats were sent out either accompanying kits or separately to retail stores, newspapers, and trade associations, etc., as tie-ins with store promotions. Selection was made from 6 layouts, four featuring the No-Point—Low-Point theme, one referring to the Home Front Pledge, and one showing food allocation breakdowns. Food Fights for Freedom insignia mats were offered in three sizes.

396 Newspaper Ads
Sponsored

5. Newspaper Mats: Included among the spring selection of Food Fights for Freedom Newspaper mats was one ad built around the No-Point—Low-Point theme. Mats were offered in sizes ranging from one-column to full-page. Such mats were given free to dealers who in turn paid for space and were permitted a credit line. Cumulative summaries of the response to all food mats, dated from August 10, 1943, through April 30, 1944, show that the No-Point—Low-Point ad was run a total of 396 times. This is the second highest rating recorded for any mat design over this period.

500 Billboard
Showings

6. Billboards: Working in conjunction with the War Food Administration, the Outdoor Advertising Association of America printed a 16-page folder, which similar to the "trade book" gave the domestic food picture and explained the urgent need for use of ration-free and low-point foods. Primarily this book was designed to secure sponsors for one or both of two posters created to induce people to "share and play square with food." It was sent out principally to processors of no-point and low-point foods. In total, the two posters had approximately 500 showings.

7. As a final point for the promotion and in recognition of cooperation on the part of non-government food interests, a series of meritorious awards were prepared. Following is a resume of the basis on which these were issued:

4,000 Merchandising Awards
to Retail Grocers

a. MERCHANDISING AWARD OF MERIT offered to any retail grocer who signed the return stub on the letter of transmittal accompanying the kits, certifying that he had effectively used the store display material. Approximately 4,000 of these awards were requested.

1,722 Awards to Wholesale
Voluntary & Cooperative and
Chain Store Headquarters

b. To all organizations and associations who assisted in the distribution of kits to the retail trade went another award similar in text to the one mentioned above, but slightly larger in size. 1,722 of these awards were made to wholesale grocers, chain stores, voluntary and cooperative headquarters, national and state food distribution associations.

101 Awards to Hotels
and Restaurants

c. To hotels, restaurants and industrial eating establishments went 101 awards signifying their "complete" cooperation and support of the "No-Point---Low-Point Foods" promotion program.

136 Certificates
to Individuals

d. Individuals who made outstanding personal contributions toward the success of the program received the over-all Food Fights for Freedom

CERTIFICATE OF APPRECIATION.

111 Company Awards

e. A somewhat smaller copy of the personal award was sent to companies who tied their own sales and advertising programs with that of the Food Fights for

Freedom and "No-Point---Low-Point Foods" promotion. Approximately 111 of these awards were made.

PROGRAM APPROVED

Food Distribution Field
Gives Support

As soon as the first tentative plans for the program had been drawn up in Washington, they were presented to representatives of the food distribution field

whose immediate endorsement gave the program an excellent start. Many valuable and constructive suggestions came from these contacts and with their assistance the final plan of operation was developed.

Trade Association Makes
Financial Contribution

Next, meetings were held in Chicago and New York to which representatives of interested trade associations were invited. Their financial support totaled \$36,000.

"SELLING THE PROGRAM"

33 Field Collaborators
Appointed.

Once the mechanics of the program were set, it was then necessary to merchandise it. Through the War Advertising Council two groups of collaborators

(33 in all with headquarters either in New York or Chicago) were formed from magazine extension men. These highly experienced men traveled about the country, called on wholesalers and retail grocery operators, explaining the program and enlisting their support not only in the use of material, but in sponsoring newspaper advertising and billboard showings. Also, it was their responsibility to contact local newspapers, radio stations, etc., in order to promote the program further. Weekly bulletins were sent these collaborators, keeping them abreast of all programs.

Director of Advertising
Addressed Important Food
Groups

Augmenting the above activity, Mr. J. Sidney Johnson, the Director of Advertising, also undertook an extensive tour and addressed the following groups: United Buyers Corporation, National-American Wholesale Grocers Association, National Brands Sales Corporation,

Association of State Secretaries of Retail Grocers Associations, National Macaroni

"Selling the Program"

Manufacturers Associations, Northeastern Vegetable and Potato Council, Home Economics Women in Business, and various state retail grocers associations.

USDA Personnel Shown
Sample Promotion

In order to present the program to the various offices and divisions of the Department of Agriculture and War Food Administration a realistic display of the material, shown as it would actually be used in stores, was built on the stage of the auditorium in the South Building. In this way Department heads were able to pass the promotion story on to their staffs from a first-hand, eye-witness point of view.

Many Bureaus, Field Offices
and Outside Voluntary Groups
Told About Program

The Office of Civilian Defense and State Defense Councils were told about the program and along with the Office of Education were supplied with all the program material and data so that state and local committees could use them at sales clinics of retail clerks and salespeople.

Complete kits of material and educational data on the "No-Point---Low Point" program were sent to all regional and state offices of War Food agencies with an explanatory letter summarizing the program and suggesting how they might cooperate.

The OPA's Office of Information sent the same material to its regional and district offices.

The Marketing Reports Division posted all of the regional Marketing Reports offices with a special bulletin on the part they were to play.

The Nutrition Programs Branch cooperated fully by instructing the local Nutrition Committees whose field staffs assisted in securing sponsorship for advertising, persuading retail grocers to use the display material and feature the foods on the approved list, and secured cooperation from women's clubs, PTA's, school nutritionists, and other civic groups.

SUPPORT GIVEN THE PROMOTION

Trade Paper Ad Ran
in 185 Publications

One of the regular channels for merchandising government food programs is through the trade publications. Their cooperation has always been extensive and proved equally gratifying in this instance.

"Ready Made" Feature Article
Prepared for Trade Papers

Through the office of Major M.A. Williamson 185 trade magazines were supplied with a full page sponsored ad based directly on the promotion. In addition, WFA prepared and offered a "feature" two-page article complete with layout suggestion, illustrations of store material in practical use, and text. Although we have no exact count on the number of magazines using this particular "package", it must run in the neighborhood of 25 or 30.

Support Given the Promotion

Base Design Offered
to Food Processors

It was realized early in the program that although the center of activity would naturally be that part sponsored by the government, the degree of success which the program would ultimately enjoy depended upon the number of outside interests cooperating with it. It was, therefore, decided to permit any processor of a no-point or low-point food the privilege of copying the base design of the price card. A number of variations on the store material were used as a result of this move.

OWI Radio Allocation
Plan Sent Message to
30½ Million Listeners

The "No-Point—Low-Point" promotion received support of regular OWI radio allocation. Starting with the week of March 13, 900 radio stations from coast to coast carried spot announcements urging the use of more plentiful foods. A study made by OWI Domestic Radio Bureau has estimated that approximately \$150,000 worth of time and talent were contributed by radio and that the total audience reached by 18,763 announcements of the "No-Point—Low-Point Foods" message amounted to 30,500,000.

WFA Press and Radio
Service Utilized

In addition, the Office of Distribution of War Food supplied information on locally abundant foods to press and radio outlets at 20 points throughout the country, as well as through state and municipal marketing agencies.

Local Advertisers Supplied
with "Spot" Announcements

Finally, local advertisers were supplied with announcements which they could use as "spots" on their own programs. Unfortunately, it is impossible to determine the amount of support received from such a procedure.

Unable to Check All
Support but Variety
of Samples Available

Naturally, it has been impossible to make a complete record of the support given the "No-Point—Low-Point Foods" promotion by all the various groups outside the Government. Yet a good deal of evidence has come in through normal channels, and the following is an attempt to collate this in order to give some idea of the type of support and the area from which it was received.

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STATE	TEARSHEETS	BULLETINS	HANDBILLS	MISCELLANEOUS	TOTALS
ALABAMA	1			1	2
ARKANSAS					
ARIZONA					
CALIFORNIA	98	12	3	106	219
COLORADO	1			2	3
CONNECTICUT	13		1		14
DELAWARE	1				1
DISTRICT OF COLUMBIA	3	9		8	20
FLORIDA	13			1	14
GEORGIA	23			4	27
IDAHO			1		1
ILLINOIS	68	18	2	3	91
INDIANA	36	4	2	5	47
IOWA		2			2
KANSAS	3				3
KENTUCKY	1			1	2
LOUISIANA	9				9
MAINE	2				2
MARYLAND	6				6
MASSACHUSETTS	32		18	19	69
MICHIGAN	10	21		9	40
MINNESOTA	35		27	18	80
MISSISSIPPI	15				15
MISSOURI	8	2	2	1	13
MONTANA	2				2
NEBRASKA	3	1			4
NEVADA					
NEW HAMPSHIRE					
NEW JERSEY	12		9	17	38
NEW MEXICO	11				11
NEW YORK	40	8	21	69	138
NORTH CAROLINA	67				67
OHIO	37	2			39
OKLAHOMA	2	1			3
OREGON	6				6
PENNSYLVANIA	32	9	13	56	110
RHODE ISLAND	1				1
SOUTH CAROLINA					
SOUTH DAKOTA	2				2
TENNESSEE	27			3	30
TEXAS	22	1	1		24
UTAH	1				1
VERMONT					
VIRGINIA				1	1
WASHINGTON	26	4		3	33
WEST VIRGINIA	11				11
WISCONSIN	23	4	8	29	64
WYOMING					
NORTH DAKOTA	7		1		8
TOTALS	710	98	109	356	1273

APPRIASAL OF MATERIAL USE

Nielsen Company Made Early Field Study	Through the facilities of the Nielsen Company, marketing analysts, we were supplied with some factual data on the actual use of the material. It is unfortunate, however, that the field audit made by Nielsen did not coincide with the exact peak of the program, the audit having predated such a point by approximately two or three weeks. As a result, it is not fair to use the estimate of coverage shown by the report as indicative of the complete use of the material.
47% of Stores Supplied Used Material Effectively	However, a figure which does appear significant is that: As of April 1, 47% of the stores which had received the material were using it effectively.
New England Area Showed Best Results	Further, the Report shows that the greatest response to the program was evident in the New England, Middle Atlantic, Pacific and metropolitan Chicago areas.
Larger Stores Cooperated Better	Chain stores, super markets, and large independents used the material more extensively than other types of stores.
Middle Sized Urban Areas Gave Least Support	Cities of 500,000 population and over, excluding New York and Chicago, and cities of 5,000 to 50,000 responded better than other intermediary classes.
Many Individuals in Food Field Voluntarily Comment on Promotion	The "No-Point---Low-Point Foods" promotion, as indicated, was a very extensive operation. Reactions to it have naturally been varied, and while some have criticized particular phases of it, on the whole it was given overall approval by individual grocers allied and primarily interested in the food field. Following are typical comments about the program which were made spontaneously by those who saw the plan work and recognized it as an important contribution to the war food program:
J. B. Danneman, Retail Grocer Atlanta, Georgia	"We need this type of display more often! Very effective!"
Edward G. Morganroth, Retail Grocer, Bridgeport, Connecticut	"An excellent method of stimulating purchases of non-rationed commodities."
Jose E. Carvalho, Retail Grocer North Plymouth, Mass.	"It has proven to be an attractive patriotic display and has promoted many sales in low-point foods."
Howard H. Wreden, Retail Grocer	"Wonderful material---used every piece---we could always use posters. Wish you could come and see our store."
Bert F. Turner, Retail Grocer Edgewood, Rhode Island	"This is the best merchandising program the retailers have had in years."

Mike Bartimoccia, Retail Grocer
Morgantown, W. Va.

"We surely moved some great quantity of such items. Thanks a million."

Jack Tyson, Retail Grocer
Tacoma, Washington

"An excellent idea. . Actually promotes sales. People are patriotic and appreciate tips that assist war effort."

C. F. Fox, Retail Grocer
Kannapolis, N. C.

"We used the instructions on the envelope. We would like to get this material regular."

G. C. Houx, Retail Grocer
Bosworth, Mo.

"We had splendid results from special displays of no-point low-point foods. The display material furnished by the department had much to do in getting over to the trade the part they were playing in the food program by using these foods."

Earl L. Mulhollen, Super
Market Manager
Cuyahoga Falls, Ohio

"The "no point-low point" idea is excellent and is showing fine results."

M. L. Toulme, Executive Vice-
President, National-American
Wholesale Grocers Association
New York, N. Y.

"We are in full accord with your program to encourage the purchase and more widespread use of unrationed and low-point value foods. This seems to us a practical way to share the available food supply and you can count on the full cooperation of the members of the National-American Wholesale Grocers' Association."

John A. Logan, President
National Association of Food
Chains
Washington, D. C.

"The new Government Sales Promotion Program on No-Point—Low-Point Foods, which you have developed, is excellent. In our opinion it is organized along sound business lines and is very practical."

W. H. Albers, President
Albers Super Markets, Inc.
Cincinnati, Ohio

"Today I am sending a letter to all super market operators encouraging their cooperation and support of your "No-Point—Low-Point" food promotion. You can count on the super markets again doing their part."

Gordon C. Corbaley
The American Institute of
Food Distribution, Inc.
New York, N. Y.

"We certainly approve of constructive plans you outlined to Ed Hampe this week. A strong promotional plan for non-rationed foods and food surpluses will get results, if organized cooperation can be secured from trade associations; and there can be a very large amount of publicity in newspapers. Our Press Service Department will be glad to assist in latter form of presentation. You probably can give Mr. Hampe ideas for a number of releases."

L.W. Hitchcock
Red & White Corporation
Chicago, Illinois

"We are very much impressed by your presentation of the Food Fights for Freedom program, to be inaugurated in March. The whole thing has the earmarks of the business man's approach, and it should sell the retailer on the idea of cooperating for his own personal, as well as for patriotic, reasons."

E. W. Mau
Advertising - Merchandising
Director, National Brands
Sales Corp.
Chicago, Illinois

"It was indeed a pleasure to learn all about your proposed "Food Fights for Freedom" promotional plan to be launched in March 1944 which you so ably presented at the meeting here, today, in the offices of the National Association of Retail Grocers. In fact, this new plan is, without question, the most practical for the retail grocer ever to come out of Washington."

J. Frank Grimes, President
Independent Grocers' Alliance
Chicago, Illinois

"I believe that this plan is bound to arouse great interest and will secure real results. You may rest assured that IGA will cooperate in every way possible."

R. M. Kiefer, Secretary-Manager
National Association of Retail
Grocers
Chicago, Illinois

"On behalf of the National Association of Retail Grocers, I should like to go on record as enthusiastically endorsing the sales promotion program for "No-Point and Low-Point Food" which you presented to us recently. In my opinion, this program will be of definite, practical value to the retail grocery trade in furthering the sale of available food. We shall be glad to assist in mobilizing the thousands of retail grocers who are our members in supporting this practical plan for sharing the available food supply."

Jerry H. Young, Advertising
Dept., National Retailer-Owned
Grocers, Inc.
Chicago, Illinois

"I think that the program is the only business-like plan that has ever been offered to retail distribution by any Washington bureau. I believe that we can successfully accept and promote it, and I think that most of our warehouses will be glad to cooperate."

Hal Sweeney
United Buyers Corporation
Chicago, Illinois

"That presentation of the next "Food Fights for Freedom" campaign that you unfolded in the offices of the National Association of Retail Grocers on December 14th, 1943, was most impressive to me. You can count on the entire jobber list of U.B.C. to support this campaign and we will follow through from this end to see that fullest cooperation is obtained."

Andrew Duncan, Managing Editor
Cereal Institute
Chicago, Illinois

"The No-Point---Low-Point foods idea is an interesting one and should lend itself to unique treatment in your own printed and radio advertising and other promotional work."

M. J. Donna, Secretary
National Macaroni Mfrs. Assn.
Braidwood, Illinois

"The Macaroni-Spaghetti-Egg Noodle Industry, processors of non-rationed macaroni products, is squarely behind the Government program of "No-Point---Low-Point Food Sales Promotion" to be featured in March and April."

Robert Stokes, Secretary
Biscuit and Cracker Mfrs. Assn.
New York, N. Y.
One of his member companies had this comment:

"The campaign should be productive of results which have a post-war effect, the cost of it being anticipated during war-time, when profits are higher than they probably will be later... certainly it is a worthy proposition."

Bob Robertson, Collaborator
reported the following comments
from Super Market operators:

"Mr. Hamady, General Manager, Hamady Bros., Flint, Michigan enthusiastically endorsed the program and stated they will go the limit in their cooperation. He filled out an order for 50 kits, making 5 for each store, as he intended to place this material all over their stores with all other store pieces removed in order to give this promotion the right of way."

"Mr. Bauman, Kroger Grocery & Baking Co., Fort Wayne, Indiana, said that the program would be pushed vigorously in their advertising and all store people would be fully informed with instructions to cooperate in every way to make it a big success."

W. F. Naylor, Collaborator
reported the following comment
from a chain store operator:

"G. E. Cooley, Piggly-Wiggly Midwest Stores Company, ordered six kits, which makes one for each of their stores in Rockford, Illinois. Mr. Cooley says they have always cooperated with the government in like programs and will certainly do the same on the "No-Point---Low-Point" programs."

William W. Steffey, Collaborator
reported the following comments
from chain headquarters;

"David Field, Advertising Manager, Hillman's Food Stores, Chicago, Illinois said very emphatically that he will see to it that as soon as he receives the display material and mats they will be sent out to the stores with instructions to the managers concerning their use. He also said that the representative of the Chicago Daily News had already spoken to him about the No-Point Low-Point Food promotion, which indicates that the follow-up by the newspapers is apparently working very well."

"Mr. Robert M. Loeb, General Manager, Stop & Shop, Chicago, Illinois said they will have a large display of all no-point canned and glass packaged goods in the store during March to demonstrate to their customers just what can be bought in cans and glass without any points."

Verne Quigley, Collaborator reported the following comments from wholesale grocers:

"Mr. McCullough, Paxton & Gallagher Co., Omaha, Nebraska, whose attitude was excellent, said that he would order whatever material they needed but would first send his men out with sample booklets to learn exactly how many promotion kits were needed. He did not want to order more than he could use. I think he will do a good job."

"Mr. Lamb, Ames Wholesale Grocery Co., Inc. was enthusiastic about the program and gave me an order for 12 kits."

Frank Mahan, Collaborator reported the following comment from one voluntary headquarter:

"J. D. Godfrey, E. R. Godfrey & Sons, Milwaukee, Wisconsin ordered 325 kits of material and will cooperate in every possible way through their newspaper advertising and other methods."

J. J. Donlan, Collaborator, reported the following comment from a voluntary headquarter:

"On February 11 I met with Mr. Black, Vice-President and General Manager, Mr. Reilly, Advertising Manager, Mr. Albert, Country Sales Manager and Mr. Kleiner, City Sales Manager, all of whom are connected with Sprague Warner Kenny Corporation, Chicago, Illinois. They were enthusiastic about the program not only for the good that this will do the War effort, but because they could also see how their sales organization can do a lot of good for the company in presenting this program and material. They see opportunities to get merchandising and featuring of several items in which they are interested and while doing a good patriotic job will also encourage their salesmen through the personal interest each salesman will have in pushing the particular products which they want to sell now."

George Sallaway, Collaborator reported the following comment from a newspaper:

"Dalled on Charles Griffin, General Manager of the New Rochelle Standard Star, New Rochelle, N. Y. He was very interested in the details of the No Point-Low Point Drive. He and his advertising manager will canvass the leading independent markets (Dinkel, Big Dollar, Mayflower and Pinard) regular advertisers in the Standard Star and will suggest the use of layouts and special mats."

FIELD COLLABORATORS

NAME	FIRM	ADDRESS
Warren C. Agry	Good Housekeeping	New York City
Jack Badger	Woman's Home Companion	Chicago
William V. Bowers	Crowell-Collier Publ. Co.	New York City
G. Harry Chamberlaine	Good Housekeeping	New York City
T. B. Coleman	Good Housekeeping	New York City
H. Dayton Crowell	Crowell-Collier Publ. Co.	New York City
J. D. Derry	Time Magazine	Chicago
Fred N. Dodge	American Weekly	New York City
(Chairman, Eastern Division)		
Joseph Donlan	American Weekly	Chicago
W. A. Draper	McCall's Magazine	Chicago
J. C. Greer	Crowell-Collier Publ. Co.	New York City
R.E. Hunnewell	This Week Magazine	New York City
Oscar L. Kaiser	Good Housekeeping	New York City
H. B. Kerr	McCall Corporation	New York City
Frank Mahan	This Week Magazine	Chicago
(Chairman, Western Division)		
Fred Maxted	Crowell-Collier Publ. Co.	New York City
Philip Mercer	Family Circle Magazine	Chicago
William Naylor	Saturday Evening Post	Chicago
Verne Quigley	Collier's Magazine	Chicago
C. Richardson	Crowell-Collier Publ. Co.	New York City
Clem Risk	Parent's Magazine	Chicago
Stewart Roberts	American Magazine	Chicago
Bob Robertson	American Weekly	Chicago
M. F. Rodney	American Weekly	New York City
George H. Sallaway	Good Housekeeping	New York City
Montgomery Shanks	Broker	Buffalo
R. F. Smith	Ladies Home Journal	Chicago
Warren Tingdale	Transitads	Boston
John Voegtly	Curtis Publishing Co.	Cleveland
E. C. Von Tress	Saturday Evening Post	Chicago
Emile R. Weadon	Good Housekeeping	New York City
Preston L. Davidson	Liberty Magazine	Chicago
W. W. Steffey	This Week Magazine	Chicago